

LONDON

THE CAPITAL OF CUTTING EDGE

WHAT LONDON'S INTELLECTUAL CAPITAL
MEANS FOR EVENTS



LONDON  **& PARTNERS**



London is a world leader as a centre for business, finance and culture. It excels in economic clout, delivers as an urban gateway to Europe and the rest of the world and has notable development and design capabilities – all putting it ahead of the global urban crowd. This powerhouse of attributes also contributes to the capital's secret weapon: its intellectual capital.

The capital of cutting edge, London is a trailblazer in technology, finance, life sciences, creative industries and retail. These sectors have claimed certain areas as their own, with technology in east London, creative industries in Soho, for example, and their proximity has inspired cross-sector innovation in FinTech, AdTech, MedTech, FashionTech, EdTech and more. The city has also attracted four of the world's top 10 law firms and the UK is Europe's largest management consultancy market.

The city gives access to a population of 8.6 million and the talent, capital and labour market of 14 million people. Companies bringing their events here will be within reach of inspirational speakers from establishments that are specialists in their field and which can be used as venues for conferences, receptions, meetings and events or knowledge exchange with peers. The networking opportunities are unparalleled.

Those who bring their events to London cement their reputation for being ahead of the game and give delegates the opportunity to do business with those also at the leading edge. And the city is aspirational, so attendance will be high, with many event planners seeing a 10-20% increase in delegate numbers when hosting their events in London. In short, the commercial imperative is unarguable, resulting in a more profitable event.

TECHNOLOGY

TERABYTES OF ACTIVITY

London is home to 40% of the European headquarters of the world's top tech companies. The sector has more than 40,000 digital tech businesses and growing, which employ almost 200,000 people. Tech City, also known as Silicon Roundabout, in east London contributes to the innovative vibe in Shoreditch, with its ramshackle bars and independent shops; and liberally spread graffiti gives testimony to the fact that it has not lost its gritty edge to gentrification.

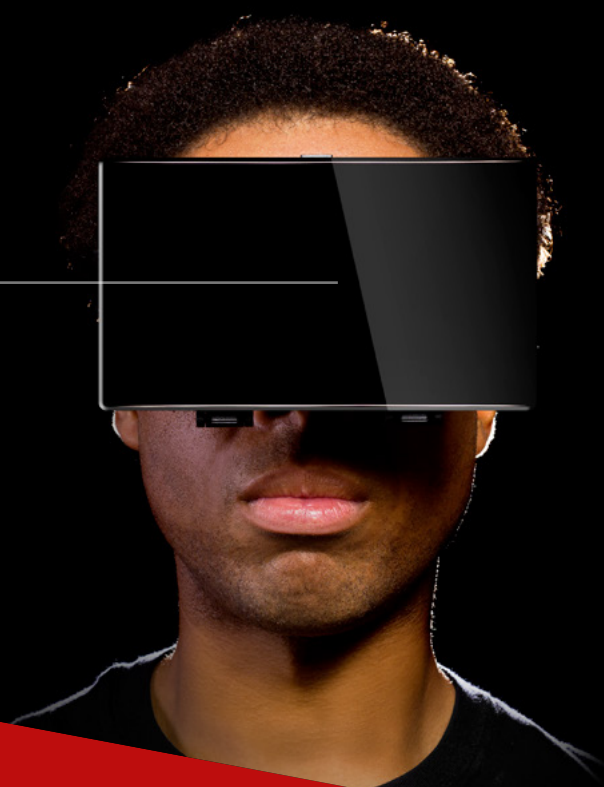
The roaring success of the second London Technology Week last year says it all. Created by London & Partners, UBM, Tech London Advocates and ExCeL London, it pulled together Europe's largest festival of technology events, attracted 43,000 delegates and provided a stream of high level networking opportunities. It also marked the launch of Tech.London, a dedicated online hub for the capital's digital industry. Through London's connections, event planners can access the innovation and expertise of a vast range of tech entrepreneurs, adding a matchless motivational element to their events.

40,000

**DIGITAL TECHNOLOGY
BUSINESSES**

43,000

**DELEGATES ATTENDED
LONDON TECHNOLOGY
WEEK**



FINANCIAL CENTRE

MONEY MAKES THE WORLD GO AROUND



The City is steeped in financial traditions. It is where the London stock exchange started amid the evocative aroma of 17th century coffee houses and where The Old Lady of Threadneedle Street, the Bank of England, resides. Combined with the modern glass and steel of Canary Wharf, London holds the world's highest concentration of global financial institutions and the FinTech industry it has spawned is the segment's largest worldwide, bringing innovations in digital and virtual currencies, mobile payments and much more.

London's status as a major financial and FinTech centre were instrumental in winning banking event Sibos in 2019, with an anticipated 9,000 participants from 140 countries. The city stood out in 10 criteria, including strategic fit, venues and connectivity. Sibos is taking exclusive use of ExCeL London to hold a conference and exhibition with 200 sessions and 400 speakers.

“London won because London & Partners came with a very compelling story, they included all the elements which allowed us to create a great experience for our delegates. It was very cleverly done,”

Sven Bossu, Head of Sibos

Sven Bossu and his team were introduced to Eric van der Kleij from Canary Wharf's Level 39, Europe's largest technology accelerator, specialising in FinTech. “Eric proposed collaboration around innovation and because the facility is close to ExCeL London, I can imagine we will use event space there for everything to do with FinTech,” he says.

CREATIVE SECTOR

GRAND DESIGNS

Advertising, marketing, film, media, publishing, music and the performing arts are also thriving in the capital and the sector employs 24% of the city's workforce. The world's top publishers have headquarters in London, which over the course of history has prompted works such as Dickens' Oliver Twist, Oscar Wilde's The Picture of Dorian Gray and J.K. Rowling's Harry Potter. The British capital has also launched upon the world household names such as shoe designer Jimmy Choo, actor Colin Firth and fashion designers Alexander McQueen and Stella McCartney.

If proof of London's knowhow were needed, creative industry festival Advertising Week celebrates its fourth year in the capital in April this year at Picturehouse Central in Piccadilly and organiser of the event Stillwell Partners anticipates an attendance of 35,000 delegates.

“London is building a present and future, tied to the creative industry,”

Matt Scheckner, Executive Director, Advertising Week





"London is building a present and future, tied to the creative industry," says the event's executive director Matt Scheckner. "For our purposes, it is capital of Europe and major agencies and AdTech players have their EMEA headquarters in London. It is a great canvas to paint on and has phenomenal venues."

Seminars, workshops, networking events and entertainment have taken place in venues that range from St. James's Palace to Fortnum & Mason, with evening highlights such as concerts for the younger contingent at Scala or KOKO, dinners for senior leaders at Kensington Palace and stand-up comedy at BAFTA. In addition, "London & Partners is a great advocate for the city, it had a pro-business, can-do attitude right from the beginning," says Scheckner.

London's retail sector is also a vital part of its fabric, with clothes shops leading the way (78,000 jobs), followed by specialist food emporia (22,000). Non-specialist or 'big retailers' have also been increasing their presence over the years. Oxford Street, Regent Street and Bond Street host upmarket brands such as Swarovski, Burberry and Chanel, and Soho's twisting streets still attract individual shops alongside brand names and creative industries.

The bi-annual London Fashion Week vies with Paris and Milan when it comes to catwalk clout. That status is backed by the presence of more international retail brands than any other city worldwide, and London is where Tom Ford and Isabel Marant opened their first stand-alone stores. Event planners can capitalise on London's lively offering: host cocktails in the august halls of Harrods, give participants artisan chocolates to go home with, have Vivienne Westwood or a stallholder from Portobello Market address your conference. London is the ultimate in retail therapy.



LIFE SCIENCES

BREATH OF LIFE

Through far-reaching research and first class universities, life sciences punch above their weight in the capital. In addition, hefty investment is resulting in the establishment of seven new education and research institutions, including White City Campus at Imperial College London, where researchers, businesses and educational partners will be co-located to inspire collective thinking; and The Francis Crick Institute, opening this year (2016), with space for 1,500 scientists, who will be researching new ways to treat, diagnose and prevent a range of illnesses.

Much of this activity is to be found in and around Euston and Bloomsbury, whose wide streets and green squares have long appealed to thinkers. It was here that Karl Marx originated communism, Virginia Woolf defined the 20th century British novel and Charles Darwin conceived the theory of natural selection. Add the British Museum, Birkbeck College, the University of London Library and drama school RADA, and it is clear that the area has lost none of its authority.

Natural selection dictated bringing life science delegates to London when the European Society of Cardiology (ESC) came with 32,773 professionals to ExCeL London for five days in August 2015. The event was considered to be the most successful in the society's history. A contributory factor was London & Partners' putting the ESC in touch with local leaders in cardiology, who provided support.

“A congress can't work unless the city, the venue and the organiser work in partnership, and the partnership between ESC, London & Partners and ExCeL London has been so strong that it has been difficult to tell the teams apart: they've worked as one, to deliver a great event,”

Isabel Bardinet, CEO, ESC

The message is clear: London, the capital of cutting edge, is open for business, inspiring delegates with its huge intellectual capital in an aspirational playground.

Contact London & Partners to discuss a proposal, find out how to make a concept a reality and get some fresh inspiration for your event in London.

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